

Handbook of Research on

The Future of Advertising and Brands in the New Entertainment Landscape



Blanca Miguélez-Juan and Gema Bonales-Daimiel

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Handbook of Research on the Future of Advertising and Brands in the New Entertainment Landscape

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A volume in the Advances in Marketing, Customer
Relationship Management, and E-Services
(AMCRMES) Book Series



Published in the United States of America by
IGI Global
Business Science Reference (an imprint of IGI Global)
701 E. Chocolate Avenue
Hershey PA, USA 17033
Tel: 717-533-8845
Fax: 717-533-8661
E-mail: cust@igi-global.com
Web site: <http://www.igi-global.com>

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Library of Congress Cataloging-in-Publication Data

Names: Miguelez-Juan, Blanca, 1982- editor. | Bonales-Daimiel, Gema, 1981- editor.

Title: Handbook of research on the future of advertising and brands in the new entertainment landscape / Blanca Miguelez-Juan, and Gema Bonales-Daimiel, editor.

Description: Hershey, PA : Information Science Reference, [2022] | Includes bibliographical references and index. | Summary: "This book provides a theoretical, reflective, and empirical perspective on branded content and branded entertainment in relation to audience engagement by reviewing different cases about branded content to address the dramatic change that brands and conventional advertising are facing short term"-- Provided by publisher.

Identifiers: LCCN 2022012043 (print) | LCCN 2022012044 (ebook) | ISBN 9781668439715 (hardcover) | ISBN 9781668439722 (ebook)

Subjects: LCSH: Advertising. | Branding (Marketing) | Mass media--Marketing.

Classification: LCC HF5823 .E925 2022 (print) | LCC HF5823 (ebook) | DDC 659.1--dc23/eng/20220311

LC record available at <https://lcn.loc.gov/2022012043>

LC ebook record available at <https://lcn.loc.gov/2022012044>

This book is published in the IGI Global book series Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) (ISSN: 2327-5502; eISSN: 2327-5529)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

For electronic access to this publication, please contact: eresources@igi-global.com.

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